

Tribe talk

Second Quarter 1996

What's New In '96...

In an attempt to keep Jacobs Field a new and exciting place, the Indians made some changes designed to further enhance the "total fan experience" in 1996.

The Indians will proudly fly the 1995 American League Champions flag above the scoreboard. The AL Champs logo will also be displayed on the players' uniform sleeves.

In celebration of the first post-season in Cleveland since 1954, the Indians have designed a set of seven tribute banners which represent each championship won throughout the team's history. The banners, which highlight the Tribe's two World Series Championships, four American League Pennants, and one Central Division Championship, will be displayed on the columns inside Gate A.

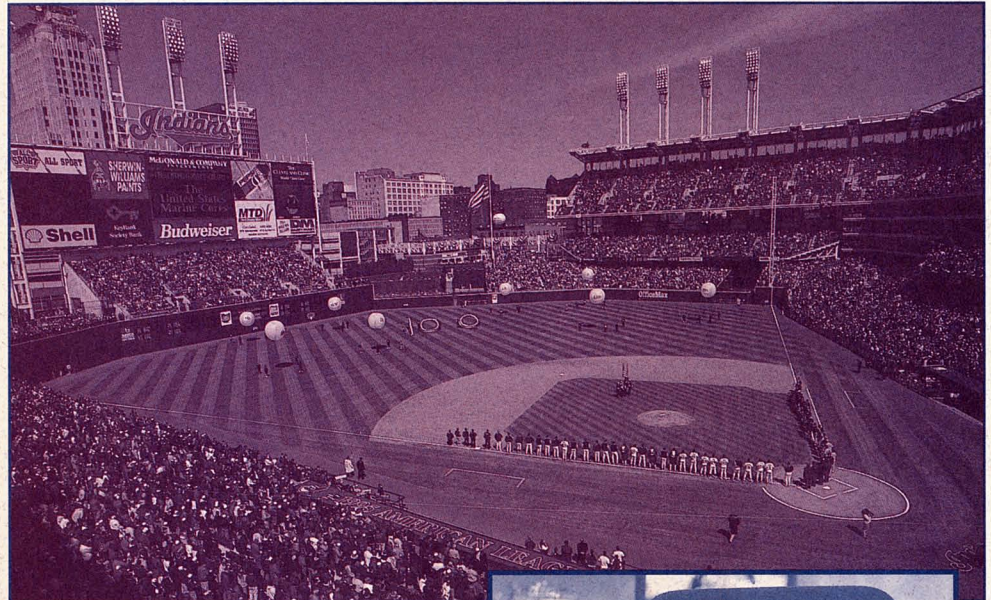
Cleveland's Bicentennial logo has also been added to the Jacobs Field outfield wall in right center field next to the Indians bullpen.

In order to accommodate more fans, the Indians have installed a permanent set of auxiliary bleachers in the Back Yard picnic area in center field. The additional 480 reserved seats are in place for all 1996 home dates.



Photo: Gregory Drezdron

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'96 Home Opener Creates Renewed Excitement...

Opening Day has always held a special place in the hearts of Cleveland Indians fans. As openers go, this one will long be remembered as the day the Indians basked in the glow of their first American League pennant in 41 years.

The 1996 season, maybe the most anticipated Indians baseball season ever, began on Monday, April 1 vs. the New York Yankees at 1:05pm. Everything was set; Dennis Martinez was pumped and ready to take on New York's David Cone, every seat at Jacobs Field had been sold out for the season, and the Indians were about to embark on defending their American League crown. One thing, however, was not set. The weather.

What was to be the earliest starting date in the 96-year history of the club had to wait one more day.

Mother Nature greeted Indians fans with

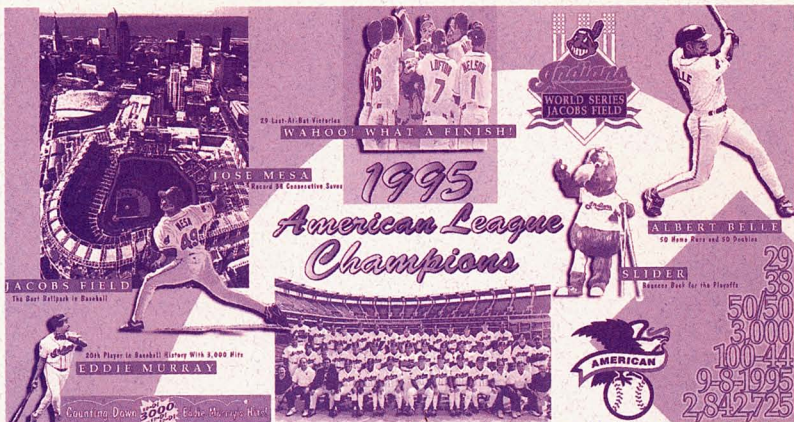


Both photos: Gregory Drezdron

four inches of snow during the early hours of Monday morning and Indians officials wisely decided to postpone the game at 9am. The game was postponed 24 hours to April 2, and was still the earliest Home Opener in club history.

The weather complied the second time around with temperatures in the upper 30s, and this Opener had all the splendor. Jacobs Field was dressed to the hilt, with bunting lining the entire ballpark. Large white baseball-shaped balloons, marking the many historical accomplishments of the 1995 season,

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Player action photos and slider: Gregory Drezdzon

What's New (cont. from page 1)

The railings located at the base of each stairway in fair territory between the foul poles in the Upper Deck have been replaced with tempered glass in order to improve sightlines. The tempered glass still falls within safety standards.

Equal access chairs have been installed at all wheelchair locations.

These retractable chairs can be swung out of the way to accommodate a wheelchair, or can be returned to their original positions to comfortably seat guests accompanying persons with disabilities, as well as other guests.

Seven new television sets have been added in Sections 129-148 of the Main Concourse (under the Club Seating area). Due to the low overhang, guests in the back rows of these sections cannot clearly see the scoreboard. The televisions will relay important game-in-progress information such as balls, strikes, outs, and instant replays. In addition, television sets have been added to the E. 9th Street smoking area so that fans using this area will not miss any game action.

New Concession Items—

Sportservice, the ballpark concessionaire, has also been at work this off-season trying to enhance the already impressive lineup of fan fare at Jacobs Field. Several new and different food items have been added, including: Spicy Polish Sausage (available at most concession stands), Meatball Hero Sandwich (available at pizza locations), Zesty Jalapeno Sausage (available at Mexican outlets), Chili, Chicken Caesar Salad, and Veggie Burgers.

For those who crave latte' and cappuccino, four Arabica Coffee Stands have been added at Sections 130 and 160 of the Main Concourse, and Sections 522 and 555 of the Upper Concourse.

By popular demand, a Barbecued Chicken Sandwich will replace the Barbecued Pork Sandwich. In addition, the popular Chicken and Ribs stand (previously located at Section 121 of the Main Concourse) has been moved to behind home plate, Section 155. The new location will make the stand more accessible for fans on the third base side. The original location at Section 121 will now feature 1/2-pound burger baskets and similar patio picnic fare.

Radio Network Additions

The Indians welcome the following additions to the Radio Network (WKNR SportsRADIO, Flagship Station)

WFIN-AM	Findlay, Ohio	1330
WMVO-AM	Mount Vernon, Ohio	1300
WANR-AM	Warren, Ohio	1570
WBNV-FM	Barnesville, Ohio	93.5

Slide Kenny, Slide!

A Kenny Lofton steal of third base is common for most Tribe fans. After all, the four-time American League stolen base champion had swiped 250 of them during his first four years with the Indians, including third base 44 times. So, when Kenny stole third vs. the Toronto Blue Jays on Sunday, April 7 during the seventh inning of the Tribe's 8-3 victory, it was no big deal, right? Wrong.

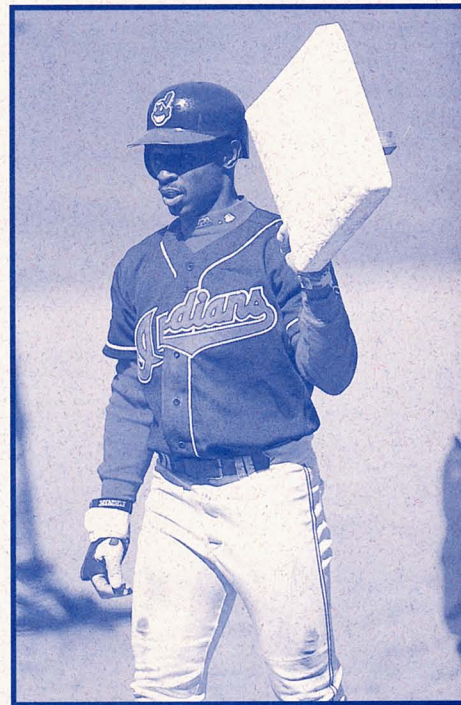


Photo: Gregory Drezdzon

With that soon-to-be-famous steal, Kenny's 255th as an Indians player, he became the Indians all-time leader in stolen bases, passing the little-known Terry "Cotton Top" Turner.

Perhaps the most amazing aspect of Lofton's ascent into Tribe record books is that Kenny stole his 255th base in his 531st game as an Indians player. Turner swiped 254 bases in 1,619 games.

While the two men brushed shoulders as Kenny passed up Turner, their careers are not exactly mirror images. Lofton has become the prototypical leadoff hitter in baseball, combining speed and a little power, while covering enough ground in center field to warrant the Tribe fielding two extra infielders. Kenny has led the league in steals in each of his first four seasons, becoming just the second player in AL history to sprint to such a start (Luis Aparicio led the AL in steals in each of his first nine seasons). Lofton's single season theft high is 70, which he accomplished in 1993. Lofton is the only outfielder in Indians history to ever capture multiple Gold Glove Awards, winning three straight from 1993-'95, and is the first Indians player since Vic Power (1958-'61) to win three straight awards. During the past four seasons, Kenny has hit below .300 just once (.285 in '93), and owns a single-season high BA of .349 in '94.

Terry Turner, on the other hand, would remain anonymous in baseball history if not for Lofton's pursuit of his record. The shortstop joined the Cleveland franchise in 1904 when the club was nicknamed the Naps, and finished his career in 1918 when the team was known as the Indians. During his 15 seasons with the Indians, Turner hit .300 or better just once—in 1912 (.308). He never stole more than 31 bases in a season (1910) and stole 20 or more bases just four times.

However, Kenny Lofton and Terry Turner share one common technique—the head-first slide. It is widely believed that the 5'8" Turner introduced the head-first slide to the big leagues. "I discovered that sliding feet first wasn't for me," Turner once said. "I caught my spikes too often and hurt my ankles. I suppose head-first slides were dangerous, too, for I still have scars on my hands where I was stepped on. But for me, sliding head-first was better." This innovation became Turner's signature contribution.

Welcome Back!

Every time Buddy Bell looks over his shoulder, Toby Harrah seems to be close behind.

Harrah first joined the Indians after the 1978 season, coming in from a trade for Buddy Bell. This past November, Toby returned to Cleveland as a member of the Tribe coaching staff. Who did he replace? None other than Buddy Bell, who left the Indians to become manager of the Detroit Tigers.

As an Indians player, Harrah logged 70 HR, 324 RBI, with a .290 batting average from 1979-'83. In 1982, Toby enjoyed one of his finest professional seasons, hitting a career-high .304 (183-602) with 25 HR, 78 RBI, and 17 SB in 20 attempts.

In his 17-year Major League career, Harrah hit .264 (1954-7402) with 307 2B, 40 3B,

195 HR, and 918 RBI. The four-time All-Star shared the Indians "Man of the Year" award with Andre Thornton in 1982.

In 1996, Harrah was added to the Indians coaching staff as the infield and third base coach. Toby's managerial and coaching career is highlighted by his stint as the Norfolk Tides manager. In 1995, Harrah guided the New York Mets AAA affiliate to an International League-best record of 85-56 en route to being named the IL "Manager of the Year." He took the Tides to the IL Championship, where they lost to the Ottawa Lynx. Prior to piloting the Tides, Harrah served as a member of the Rangers' coaching staff from 1989-'92, and as a minor league roving hitting instructor in '93 and '94. In 1987 and '88, Toby managed the Rangers' AAA club in Oklahoma City.

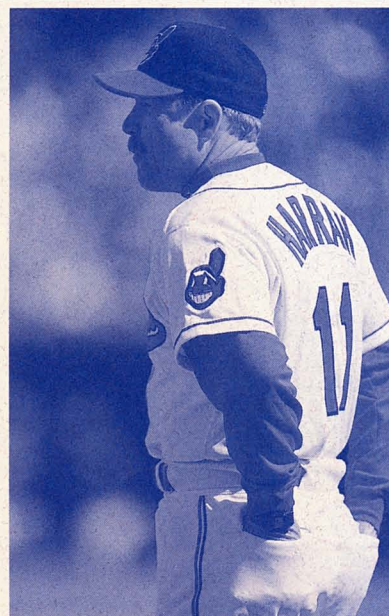


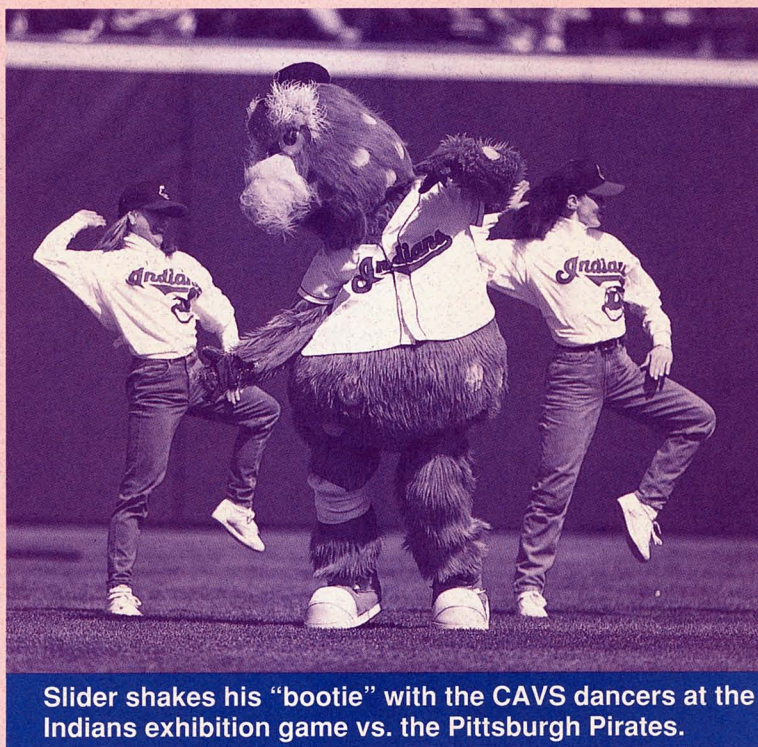
Photo: Gregory Drezdron

TOO HOT!

Slider must definitely be the hardest working mascot in sports. The Tribe's furry friend seems to be bouncing back well from his post-season injury, and his dance card is filling up quickly as the season swings into action.

At the exhibition game on March 30, Slider made his "1996 debut," entering the field via ambulance and limping into the outfield with the aid of his Slider Guiders, who were dressed in nurses uniforms! In no time, the crutches went flying, and Slider was up to his dancing antics with the help of the CAVS dancers.

In July and August, pizza lovers may find Slider delivering the goods to their door in style. Pizza Hut and the Cleveland Indians have worked it out so that Slider can fulfill one of his lifelong dreams—to be a pizza delivery man. Slider will be delivering pizzas, Indians Team Shop merchandise, and game tickets via limousine to lucky area Clevelanders on Wednesdays when the team is on the road. Don't worry, Slider won't be launching pizzas at houses like he wings wieners into the stands at Jacobs Field, but let's hope he eats well before he goes on duty, or someone may be missing a slice or two of their pie! Slider's



Slider shakes his "bootie" with the CAVS dancers at the Indians exhibition game vs. the Pittsburgh Pirates.

Photo: Gregory Drezdron

transportation is provided by Chagrin Valley Limousine Service. If you'd like to order up Slider, call 524-4444. Houses he visits are chosen at random.

Saturdays are also busy for the fuchsia furball and his guiders. Back by popular demand is the "Hills Super Saturday With Slider" program. To enter, kids ages 7-14 must write a brief statement about why they would want to "hang out with Indians mascot, Slider, for a day." Winners have the opportunity to visit Jacobs Field as Sliders' guest. They'll receive four tickets to a Saturday home game, a super package of Tribe merchandise, and a

chance to "hang" with Slider during pre-game on the field. Participants also get their mug on the JumboTron! The program lasts all season, and winners are chosen for every Saturday home game. To enter, stop by your local Hills Department Store.

Even with such a busy schedule, Slider still finds time to do personal appearances. He loves to be part of birthdays, anniversaries, weddings, summer family reunions—anywhere there is fun involved! If you are interested in having Slider attend your next social function, please contact Dan Kilday, Indians Advertising Assistant at (216) 420-4435. Opportunities are limited, so please make your inquiries early.

Opener (cont. from page 1)

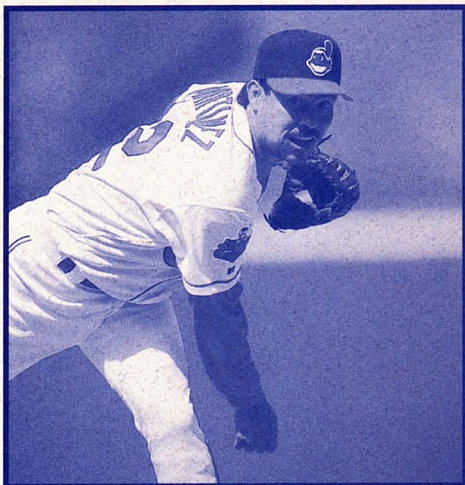


Photo: Gregory Drezdson

were sprinkled throughout the outfield for the pre-game ceremonies. The balloons were inscribed with significant numbers representing individual and team achievements from the previous AL Championship season. Numbers like 3,000 (Eddie Murray's milestone hit), 50-50 (Albert Belle's 50 HRs and 50 2Bs), and 54 (Kenny Lofton's league-leading SB total). There was also a series of smaller, traditional balloons that formed the number 100, the Tribe's regular season victory total from 1995.

Next on the agenda was something no Cleveland baseball team has done for 41 years; Championship Ring Ceremony! With Owner Richard Jacobs and General Manager John Hart doing the honors, members of the 1995 AL Championship squad each received their AL Championship rings in a ceremony at home plate.

The rings themselves are 10 karat gold bands with the Indians script logo across the top on a 0.5 karat bezel of diamonds. One side of the ring features the American League logo with the last name of the recipient, while the other side is a miniature version of the Jacobs Field logo with the numbers 100-44, the Tribe's 1995 record, across the bottom.

After the ring ceremony, Tribe skipper Mike Hargrove tossed out the first pitch to catcher Sandy Alomar. The left-handed manager didn't waste much time in delivering a waste-high strike to the 1990 AL "Rookie of the Year." The anthem was performed by Cleveland natives Gerald and Eddie LeVert. Eddie was the founding member of the O'Jays. Gerald is the lead singer of the popular 1980s band, LeVert.

The game began at 1:08pm as Dennis Martinez delivered a fastball to New York's Wade Boggs and the 1996 season was underway. The game didn't provide much for Tribe fans to cheer about as the Yankees and David Cone shut down Tribe bats by a score of 7-1.

The lone Indians run came in the seventh inning after Kenny Lofton stole second and third, and crossed the plate on a Carlos Baerga fielders choice. By that time the Indians were trailing, 5-0.

The Jacobs Field regular season record crowd of 42,289 left the ballyard disappointed, but in their hearts they knew that the season had just begun and there were 161 more battles left to fight in '96.

NEW TECHNOLOGY AT WORK...

The Cleveland Indians have also made some changes at the gates of Jacobs Field... automated ticket scanners.

If you haven't already noticed, Indians ticket takers have been swiping tickets through an optical character reader as you go through the turnstiles. The computer reads the bar code on each ticket before allowing admittance into the Ballpark.

This process protects the integrity of Indians tickets and limits counterfeits, as well as problems with lost or stolen tickets.

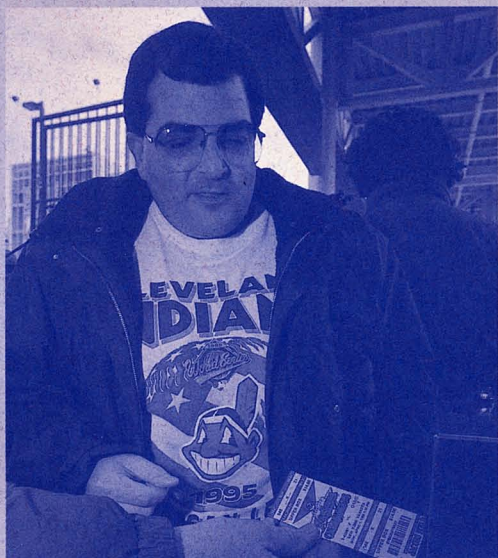


Photo: Gregory Drezdson

Cleveland Indians Charities Opening Day Luncheon/ Luncheon Series...

The 1996 Cleveland Indians Charities Luncheon Series got underway on Wednesday, April 3 at the Cleveland Renaissance Hotel with a capacity audience of 1,000 people. The '96 CIC luncheon series is supported by Continental Airlines and SportsRADIO WKNR, with all proceeds benefitting Cleveland Indians Charities.

The 1996 Opening Day roster and coaching staff was in attendance and introduced to the audience. Tribe Manager Mike Hargrove and Indians General Manager John Hart addressed the crowd and offered their insights into the upcoming campaign. Tribe hurler Orel Hershiser and gold glove shortstop Omar Vizquel gave their thoughts from a players' perspective.

The remaining lineup for the 1996 Cleveland Indians Charities luncheon series consists of three more dates, the next which falls on June 19, and features "Heroes of the Hot Corner."

The two remaining luncheons will take place on July 19—"Burners of the Basepaths;" and August 16—"Masters of the Mound."

Each luncheon begins at noon and will be held at the Marriott Society Center.

The cost is \$30 per person for an afternoon of food and entertainment, and doors open at 11:30am with lunch being served around noon.

Mark these dates on your calendar and make plans to join us. For more information, or to make a reservation, please contact the Indians Community Relations Department at (216) 420-4400.

